

RJ REYNOLDS

TOBACCO COMPANY

COPY

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Region Operations Mgr

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May 15, 1997

RJR Account #431520
MOHAWK

JULY DORAL B2GF FLASHLIGHT / PROMOTION #700727

3 SKUs of Doral Flashlights (Item #527813) have been ordered for you to pack and ship the above promotion to your participating retail accounts. **Utilize on-hand product to pack these Displays.** All additional pertinent promotional information is listed below:

Brand Styles:

Doral FF Box / Doral FF Box 100 / Doral Lt Box / Doral Lt Box 100

<u>Premium Arrival:</u>	<u>June 23, 1997</u>
<u>Ship Date to Retail:</u>	<u>Week of: June 30, 1997</u>
<u>Lighters: (Item #527813)</u>	
<u>SKU CUBE:</u>	2.5280
<u>SKU WT (w/o Product):</u>	10.6200 lbs
<u>Retail Sales Offer per Sku:</u>	20 units
<u>Billing per Sku:</u>	4 Savings Cartons

Promotion Description: Utilize self-contained shipper. Shipper contains 20 B2GF Doral Flashlights / Sleeves. Two packs of the same brand should be loaded into each sleeve; four cartons per Display. Consumer purchases two (2) packs of Doral and receives a free Doral Flashlight.

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED RETAIL CUSTOMER LIST.

SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'

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B2GPF
MOHAWK

Attached is a list of accounts authorized to receive packed displays. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$7.00 (.25 (12M) case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: R. Westenberger / 162303

Enc. Wholesaler Packing Instructions
Retail Customer List

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V:DORFL.DOC

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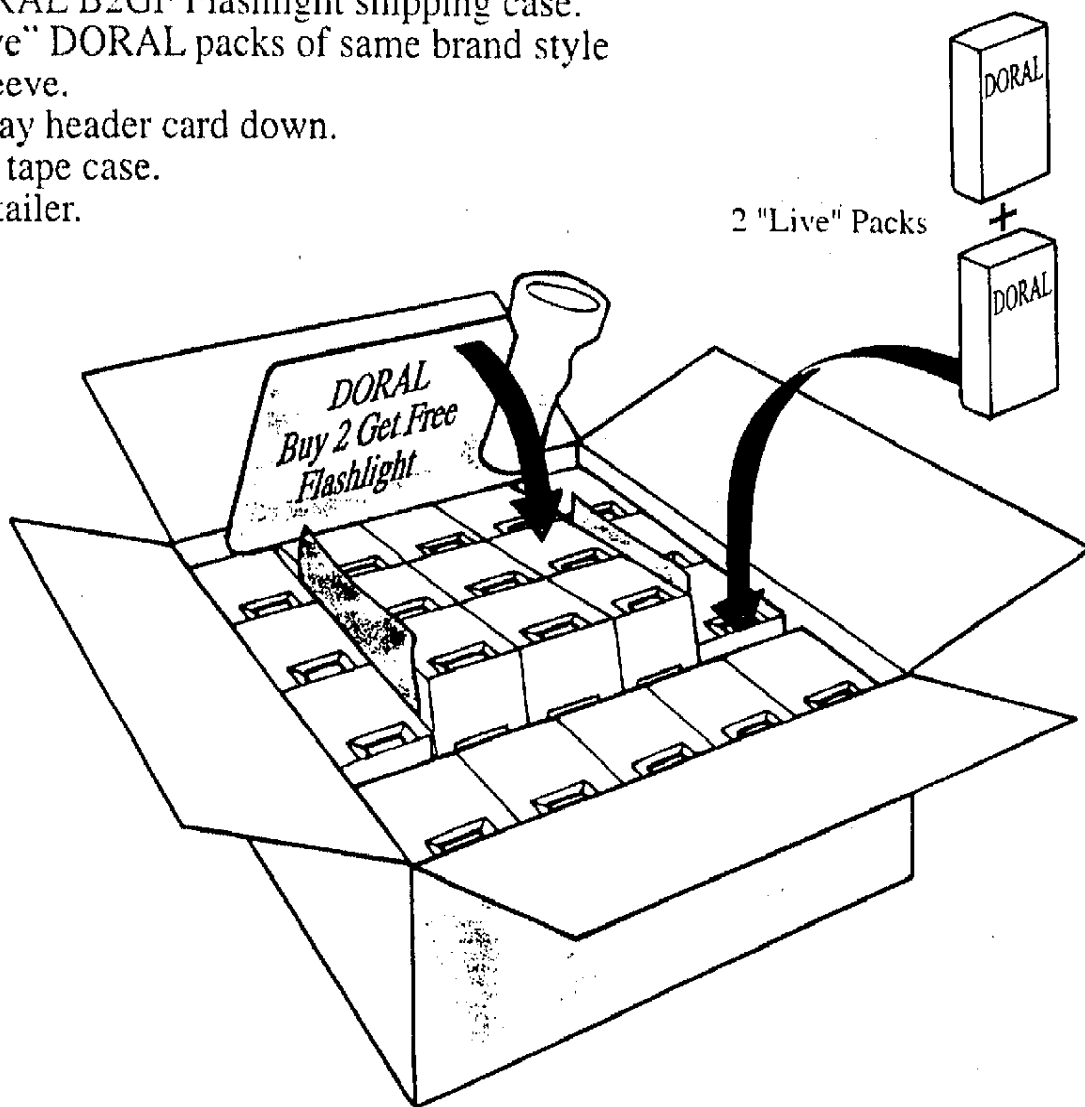
WHOLESALE PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS - 3RD QTR. '97

July DORAL B2GF Flashlight

STEPS

1. Open DORAL B2GF Flashlight shipping case.
2. Add 2 "live" DORAL packs of same brand style to each sleeve.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 527813

Description: DORAL B2GF Flashlight Display/POS Kit

Brand Style	FF Box	FF Box 100	LT Box	LT Box 100		
Number of Cartons	1	1	1	1		

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SPEN55B2

WORKPLAN VAP TEMPLATE LISTING

PAGE: 43
DATE: 97-05-12
TIME: 08:15 AM

WHOLESALE : 431520 MOHAWK CANDY & TOB. CO., INC. <DIRECT>
TEMPLATE : 700727 70700 DOR FLASHLIGHT
TEMPLATE SEQ : 0010
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162303	162322	130750	VALLEY MINI MART	ROUTE 5 S	AMSTERDAM	NY	12010	1				(518)843-4808
162303	162234	474987	BOBBY'S	7209 MOHAWK DRIVE	TRIBES HILL	NY	12177	2				(518)829-7007

PAGE BREAK TOTAL ACCOUNTS 2 TOTAL QUANTITY 3

TEMPLATE TOTAL ACCOUNTS 2 TOTAL QUANTITY 3

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GHCP18RN1610XX TEMPORARY PAYMENT DETAIL REPORT

07/10/97

ACCOUNT NUMBER: 431520
VOUCHER NUMBER: 15360204
DATE WRITTEN: 07/10/97
STATUS: PAID
AMOUNT PAID: 7.00

MOHAWK CANDY & TOB
UPPER CHURCH STREET
R. D #5
AMSTERDAM , NY 12010
SEND CHECK TO: ROU

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	0.25	7.00

EXPLANATION: JULY: DORAL B2GF FLASHLIGHT/#700727/SR 162303

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